

ORDER



Orders
Order / Rev: 715926
Alt Order #: 06331588
Product Desc: CRAVAACK FOR CONGRES
Estimate: C09C15
Flight Dates: 10/09/12 - 10/15/12
Original Date / Rev: 09/21/12 / 09/24/12
Order Type: Political

KARE

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency Name: Smart Media Group Inc/ POL
Buying Contact:
Billing Contact:
 814 King Street
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: WEEKLY
Agency Commission: 15%

Advertiser Name: CRAVAACK, C / R /CON
Demographic: A35+
Product Codes: PL-US House Representative
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/08/12	10/14/12	37	\$16,900.00	\$14,365.00
10/15/12	10/21/12	10	\$5,725.00	\$4,866.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	47	\$22,625.00	\$19,231.25	0.00
Totals	47	\$22,625.00	\$19,231.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KARE	20%	\$22,625.00
Market	100%	\$113,125.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KAWB	0%	\$0.00
KAWF	0%	\$0.00
KCCO	0%	\$0.00
KCCW	0%	\$0.00
KFTC	0%	\$0.00
KMSP	29%	\$32,806.25
KMWB	0%	\$0.00
KPXM	0%	\$0.00
KRWF	0%	\$0.00
KSAX	0%	\$0.00
KSTC	0%	\$0.00
KSTP	12%	\$13,575.00
KTCA	0%	\$0.00
KTCI	0%	\$0.00
KWCM	0%	\$0.00
UNKWN	0%	\$0.00
WCCO	39%	\$44,118.75
WFTC	0%	\$0.00

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 Estimate: C09C15
KARE

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KARE	10/12/12	10/12/12	Tonight Show Tonight Show	CM	1035pm-1135pm	----F--	:30	1	\$575.00	P-2	0.00	NM	1	\$575.00
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	----F--	1		\$575.00		0.00						
E 2	KARE	10/12/12	10/12/12	M-F 2-3p The Doctors	CM	2P-3P	----F--	:30	2	\$175.00	P-2	0.00	NM	2	\$350.00
THE DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	----F--	2		\$175.00		0.00						
E 3	KARE	10/12/12	10/12/12	M-F 4-430p KARE 11 4 News	CM	4-430P	----F--	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
4P NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	----F--	1		\$250.00		0.00						
E 4	KARE	10/12/12	10/12/12	M-F 430-5p Jeopardy	CM	430-5P	----F--	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	----F--	1		\$600.00		0.00						
E 5	KARE	10/12/12	10/12/12	M-F 5-530p KARE 11 5 News	CM	5-530p	----F--	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
KARE11NWS-5															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	----F--	1		\$1,200.00		0.00						
E 6	KARE	10/12/12	10/12/12	M-F 9-10a TODAY	CM	9-10a	----F--	:30	2	\$175.00	P-2	0.00	NM	2	\$350.00
TODAY 11															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	----F--	2		\$175.00		0.00						
E 7	KARE	10/15/12	10/15/12	M-F 10-1035p KARE News 10p	CM	10-1035P	M-----	:30	1	\$2,200.00	P-2	0.00	NM	1	\$2,200.00
LATE NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	M-----	1		\$2,200.00		0.00						
E 8	KARE	10/15/12	10/15/12	Tonight Show Tonight Show	CM	1035pm-1135pm	M-----	:30	1	\$575.00	P-2	0.00	NM	1	\$575.00
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	M-----	1		\$575.00		0.00						
E 9	KARE	10/15/12	10/15/12	M-F 2-3p The Doctors	CM	2P-3P	M-----	:30	2	\$175.00	P-2	0.00	NM	2	\$350.00
THE DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	M-----	2		\$175.00		0.00						
E 10	KARE	10/15/12	10/15/12	M-F 4-430p KARE 11 4 News	CM	4-430P	M-----	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
4P NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	M-----	1		\$250.00		0.00						
E 11	KARE	10/15/12	10/15/12	M-F 430-5p Jeopardy	CM	430-5P	M-----	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	M-----	1		\$600.00		0.00						
E 12	KARE	10/15/12	10/15/12	M-F 5-530p KARE 11 5 News	CM	5-530p	M-----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
KARE11NWS-5															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	M-----	1		\$1,200.00		0.00						
E 13	KARE	10/15/12	10/15/12		CM	5-6a	M-----	:30	1	\$200.00	P-2	0.00	NM	1	\$200.00

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KARE

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F 5-6a KARE First Edition M-F															
KARE11-1ST EDT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	M-----	1		\$200.00		0.00						
E 14	KARE	10/15/12	10/15/12	M-F 9-10a TODAY	CM	9-10a	M-----	:30	2	\$175.00	P-2	0.00	NM	2	\$350.00
TODAY 11															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	M-----	2		\$175.00		0.00						
E 15	KARE	10/13/12	10/13/12	Sat 6-630p KARE 11 6 News Sa	CM	6-630P	-----S-	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
KARE11NWS-6 SA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-----S-	1		\$700.00		0.00						
E 16	KARE	10/13/12	10/13/12	Sat 8-10a KARE 11 Saturday	CM	8-10a	-----S-	:30	2	\$500.00	P-2	0.00	NM	2	\$1,000.00
KARE11 NWS SAT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-----S-	2		\$500.00		0.00						
E 17	KARE	10/14/12	10/14/12	Post NFL Late News Post NFL Late News	CM	1030-1105P	-----S	:30	1	\$1,600.00	P-2	0.00	NM	1	\$1,600.00
LATE NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-----S	1		\$1,600.00		0.00						
E 18	KARE	10/14/12	10/14/12	Sun 5-530p KARE 11 5 News Su	CM	5-530P	-----S	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
KARE11NWS-5															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-----S	1		\$700.00		0.00						
E 19	KARE	10/11/12	10/11/12	Tonight Show Tonight Show	CM	1035pm-1135pm	---T---	:30	1	\$575.00	P-2	0.00	NM	1	\$575.00
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	---T---	1		\$575.00		0.00						
E 20	KARE	10/11/12	10/11/12	M-F 2-3p The Doctors	CM	2P-3P	---T---	:30	2	\$175.00	P-2	0.00	NM	2	\$350.00
THE DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	---T---	2		\$175.00		0.00						
E 21	KARE	10/11/12	10/11/12	M-F 4-430p KARE 11 4 News	CM	4-430P	---T---	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
4P NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	---T---	1		\$250.00		0.00						
E 22	KARE	10/11/12	10/11/12	M-F 430-5p Jeopardy	CM	430-5P	---T---	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	---T---	1		\$600.00		0.00						
E 23	KARE	10/11/12	10/11/12	M-F 5-6a KARE First Edition M-F	CM	5-6a	---T---	:30	1	\$200.00	P-2	0.00	NM	1	\$200.00
KARE11-1ST EDT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	---T---	1		\$200.00		0.00						
E 24	KARE	10/11/12	10/11/12	M-F 9-10a TODAY	CM	9-10a	---T---	:30	2	\$175.00	P-2	0.00	NM	2	\$350.00
TODAY 11															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	---T---	2		\$175.00		0.00						
E 25	KARE	10/09/12	10/09/12		CM	1035pm-1135pm	-T-----	:30	1	\$575.00	P-2	0.00	NM	1	\$575.00

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Advertiser: CRAVAACK, C / R / CON
 Product Desc: CRAVAACK FOR CONGRES
 Estimate: C09C15
KARE

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Tonight Show Tonight Show TONIGHT SHOW <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/08/12 10/14/12 -T----- 1 \$575.00 0.00															
E 26	KARE	10/09/12	10/09/12	M-F 2-3p The Doctors	CM	2P-3P	-T-----	:30	2	\$175.00	P-2	0.00	NM	2	\$350.00
THE DOCTORS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/08/12 10/14/12 -T----- 2 \$175.00 0.00															
E 27	KARE	10/09/12	10/09/12	M-F 4-430p KARE 11 4 News	CM	4-430P	-T-----	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
4P NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/08/12 10/14/12 -T----- 1 \$250.00 0.00															
E 28	KARE	10/09/12	10/09/12	M-F 430-5p Jeopardy	CM	430-5P	-T-----	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
JEOPARDY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/08/12 10/14/12 -T----- 1 \$600.00 0.00															
E 29	KARE	10/09/12	10/09/12	M-F 5-6a KARE First Edition M-F	CM	5-6a	-T-----	:30	1	\$200.00	P-2	0.00	NM	1	\$200.00
KARE11-1ST EDT <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/08/12 10/14/12 -T----- 1 \$200.00 0.00															
E 30	KARE	10/09/12	10/09/12	M-F 9-10a M-F 9-10a	CM	9-10a	-T-----	:30	2	\$175.00	P-2	0.00	NM	2	\$350.00
TODAY 11 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/08/12 10/14/12 -T----- 2 \$175.00 0.00															
E 31	KARE	10/10/12	10/10/12	M-F 10-1035p KARE News 10p	CM	10P-1035P	--W----	:30	1	\$2,200.00	P-2	0.00	NM	1	\$2,200.00
LATE NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/08/12 10/14/12 --W---- 1 \$2,200.00 0.00															
E 32	KARE	10/10/12	10/10/12	Tonight Show Tonight Show	CM	1035pm-1135pm	--W----	:30	1	\$575.00	P-2	0.00	NM	1	\$575.00
TONIGHT SHOW <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/08/12 10/14/12 --W---- 1 \$575.00 0.00															
E 33	KARE	10/10/12	10/10/12	M-F 2-3p The Doctors	CM	2P-3P	--W----	:30	2	\$175.00	P-2	0.00	NM	2	\$350.00
THE DOCTORS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/08/12 10/14/12 --W---- 2 \$175.00 0.00															
E 34	KARE	10/10/12	10/10/12	M-F 4-430p KARE 11 4 News	CM	4-430P	--W----	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
4P NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/08/12 10/14/12 --W---- 1 \$250.00 0.00															
E 35	KARE	10/10/12	10/10/12	M-F 5-530p KARE 11 5 News	CM	5-530p	--W----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
KARE11NWS-5 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/08/12 10/14/12 --W---- 1 \$1,200.00 0.00															
E 36	KARE	10/10/12	10/10/12	M-F 9-10a M-F 9-10a	CM	9-10a	--W----	:30	2	\$175.00	P-2	0.00	NM	2	\$350.00
TODAY 11 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/08/12 10/14/12 --W---- 2 \$175.00 0.00															
													Totals	47	\$22,625.00